

## Review Form 1.6

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|--------------------------|--|
| Journal Name:            | Asian Journal of Economics, Business and Accounting            |
| Manuscript Number:       | Ms_AJEBA_93548   |
| Title of the Manuscript: | VALUE-ADDED ANALYSIS AND MARKETING OF FISH OTAK-OTAK "SELARAS" |
| Type of the Article      | Case study   |

### General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

<https://www.journalajebea.com/index.php/AJEBA/editorial-policy>

### PART 1: Review Comments

|                                     | Reviewer's comment   | Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|-------------------------------------|--|---|
| <b>Compulsory</b> REVISION comments |  |   |
| <b>Minor</b> REVISION comments      | <ul style="list-style-type: none"> <li>- Abstract adds introduction and benefits of writing</li> <li>- Keywords to take from the word in the title</li> <li>- The introductory section adds the purpose and benefits of writing</li> <li>- The method must be adjusted, the raw material for mackerel is written by the informant of the mackerel management business</li> <li>- Result: The order table is parsed. in order to explain the otak-otak is a safe food for consumption. Eliminate picture 1 / figure 2. writing in page transfer, paragraph, on the page, 3, 4.5 skipping the contents of no. 3.4.5 is at no. 3.4.4 so that it is arranged according to the order and content</li> <li>- Add recommendations.</li> </ul> |   |
| <b>Optional/General</b> comments    | The study of value-added and marketing of fish otak-otak from one company needs an explanation of its benefits. Fish Otak-otak as a product that is directly consumed is a product that is safe for consumption as well as protection for consumers as part of added value and marketing so an explanation of the process of processing otak-otak is safe for consumption. After knowing the results of the research, recommendations can be given to parties related to the added value of fish otak-otak, marketing, and consumer protection of fish otak-otak.  |   |

### PART 2:

|  | Reviewer's comment   | Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
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| Are there ethical issues in this manuscript? | <i>(If yes, Kindly please write down the ethical issues here in details)</i> |   |

### Reviewer Details:

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|----------------------------------|-----------------------------------|
| Name:                            | Bambang Eko Turisno               |
| Department, University & Country | Universitas Diponegoro, Indonesia |